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Tender

Provision of Marketing Design Framework

Hull City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-022402

Procurement identifier (OCID): ocds-h6vhtk-05165c

Published 16 May 2025, 6:42pm

Scope

Reference

PM/25

Description

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. This tender follows an open procedure and consists of a single-stage, closed framework process.. The contract is anticipated to commence 23rd July 2025 ending by 22nd July 2029. The Authority has estimated the value of the Services to be £300,000 per annum. The estimated value is given in good faith to assist tenderers in making their submissions, it should not be interpreted as an undertaking to purchase any services to any particular value by the Authority and does not form part of the Contract. Further information is contained within the tender documentation. Please ensure all tender submission documents are completed as detailed. Incomplete bids will be eliminated from further process.

Commercial tool

Establishes a framework

Total value (estimated)

- £1,200,000 excluding VAT
- £1,440,000 including VAT

Above the relevant threshold

Main procurement category

Services

CPV classifications

- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79415200 - Design consultancy services

Contract locations

- UKE - Yorkshire and the Humber

Not the same for all lots

Contract dates are shown in Lot sections, because they are not the same for all lots.

Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services

Description

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. The service includes management of all advertisements, design of seasonal brochures, and other marketing services required. It shall allow continuity across the service enabling HCAL to work collaboratively on a daily basis, building a relationship with one dedicated service provider that understands the specialist needs of the service.

Lot value (estimated)

- £390,000 excluding VAT
- £468,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 23 July 2025 to 23 July 2028
- Possible extension to 23 July 2029
- 4 years, 1 day

Description of possible extension:

1 year extension subject to satisfactory performance

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500

Description

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. This lot will cover all types of design including but not limited to outdoor forms of advertising, posters, billboards, brochures, leaflets, banners, newsletters, illustrations, exhibition materials, templates, branding and digital animation design.

Lot value (estimated)

- £300,000 excluding VAT
- £360,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 23 July 2025 to 23 July 2028
- Possible extension to 23 July 2029
- 4 years, 1 day

Description of possible extension:

1 year extension subject to satisfactory performance

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500

Description

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. This lot will cover below £1,500 design works including but not limited to outdoor forms of advertising, posters, billboards, brochures, leaflets, banners, newsletters, illustrations, exhibition materials, templates, branding and digital animation design as well as ad-hoc design projects as and when required.

Lot value (estimated)

- £210,000 excluding VAT
- £252,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 23 July 2025 to 23 July 2028
- Possible extension to 23 July 2029

- 4 years, 1 day

Description of possible extension:

1 Year extension subject to satisfactory performance

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

6

Maximum percentage fee charged to suppliers

1%

Further information about fees

Fees will be charged at a fixed percentage of the actual value of invoices paid to Suppliers. On that basis Suppliers will not be charged fees if they have not been awarded any contracts. The fixed percentage will be 1% of the actual value of invoices paid (across all Lots) to each Supplier, charged retrospectively on an annual basis.

Framework operation description

ITT Part 1 - Marketing Design Framework made available via YORtender
<https://yortender.eu-supply.com/>

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Local authorities within the geographical boundaries of East Yorkshire & Humber

Contracting authority location restrictions

- UKE - Yorkshire and the Humber

Participation

Legal and financial capacity conditions of participation

Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services

Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500

Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500

ITT Response - Procurement Specific Questionnaire made available via YORtender
<https://yortender.eu-supply.com/>

Technical ability conditions of participation

Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services

Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500

Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500

ITT Response - Procurement Specific Questionnaire made available via YORtender
<https://yortender.eu-supply.com/>

Particular suitability

Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services

Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500

Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

6 June 2025, 12:00pm

Tender submission deadline

16 June 2025, 12:00pm

Submission address and any special instructions

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=93762&B=

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

15 July 2025

Recurring procurement

Publication date of next tender notice (estimated): 23 July 2028

Award criteria

Name	Type	Weighting
Technical/Quality	Quality	60%
Price	Price	40%

Other information

Payment terms

The Customer shall pay the Supplier any sums due under such an invoice no later than a period of 30 days from the date on which the Customer has determined that the invoice is valid and undisputed. Where the Customer fails to comply with clause 11.3, the invoice shall be regarded as valid and undisputed 30 days after the date on which it is received by the Customer. The Supplier shall add VAT to the Contract Price at the prevailing rate as applicable.

Description of risks to contract performance

There are no Contract Risks identified at this stage. Contract Risks, where appropriate, will apply to individual call-off contracts.

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

The Authority opted out of conducting a Preliminary Market Engagement due to its already comprehensive understanding of the market.

Contracting authority

Hull City Council

- Public Procurement Organisation Number: PRNP-1874-YZZR

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Region: UKE11 - Kingston upon Hull, City of

Organisation type: Public authority - sub-central government